

Remarks**35 U.S.C. §112**

The Examiner will note that claim 10 has been amended to change "the database" to "a database" thus addressing the §112 objection. Applicants have also taken this opportunity to make a corresponding amendment to claim 12.

35 U.S.C. §102 and 35 U.S.C. §103

Addressing both the §102 and §103 rejections together, the Examiner will note that clause a) of claim 1 of Kirsch (US6466966) states that the "predetermined URL being encoded with **predetermined redirection and accounting data including a reference to the second server system**". This contravenes the primary objective of the present invention since, in contrast to Kirsch, it keeps the address of the second web entity (information receiver) out of the pre-specified address of the redirection server received at the web browser from the first web entity (web based information system).

In the present invention, the second web-entity is associated with the user of the browser (preferably using a cookie mechanism as per claim 8 – a feature which is also absent in Kirsch). Thus the user can access information for any of a plurality of first web-entities (typically web servers) where the first web-entities have *absolutely no knowledge* of any of the browser, its user or the second web-entity associated with the user. None-the-less, the method of the present invention enables a simple process of a browser user accessing information on a first web-entity (by clicking a URL using the browser) to automatically perform an action on a second web-entity associated with the user. Thus static (or dynamic) information can be proved on the web which users can simply click to cause say their phones to dial an associated number, or to program their video recorders, for example.

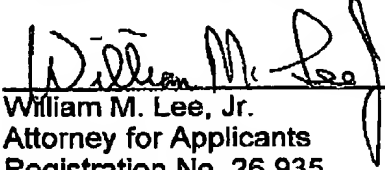
Basis for the clarifying amendments to claim 1 can be found in figure 6 and the corresponding description of the present application.

In view of the foregoing, it is submitted that the claims as presented herein define an invention that is both novel and not rendered obvious by Kirsch or rendered obvious by the combination of Kirsch and Narendran (US6070191).

Favorable reconsideration of the claims is therefore requested.

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Respectfully submitted,



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